

## IN THE CLAIMS

Please amend the claims as follows:

Claims 1-21 (Canceled).

Claim 22 (New): An information providing apparatus for providing added-value information associated with content viewing selection, comprising:

a viewing log information acquiring block for acquiring a viewing log associated with viewing of content by a user;

a content-associated information acquiring block for acquiring information associated with each piece of content included in a viewing log;

an added-value information generating block for measuring an appearance frequency for each attribute type in content-associated information aggregated for each user to generate added information associated with content viewing selection on the basis of a predetermined number of attribute values of attribute values ranked high in appearance frequency in each attribute type; and

a presentation-information transmitting block for transmitting a signal to present added-information to a user.

Claim 23 (New): The information providing apparatus according to claim 22, wherein said viewing log information acquiring block acquires, as a viewing log, at least one operation log of viewing, recording, timer-recording setting, voting or evaluation, and purchase executed by the user.

Claim 24 (New): The information providing apparatus according to claim 22, wherein said viewing log information acquiring block acquires, via a communication route,

viewing log information acquired on a device for receiving or recording/reproducing content by the user, aggregates acquired viewing log information for each user;

said content-associated information acquiring block searches a content information database storing attribute information of each piece of content to acquire content-associated information; and

said presentation-information transmitting block presents added-information to the user via said communication route.

Claim 25 (New): The information providing apparatus according to claim 22, wherein said viewing log information acquiring block holds, in a device, viewing log information acquired on said device for receiving or recording/reproducing content by the user;

said content-associated information acquiring block acquires content-associated information about each piece of content included in a viewing log via a predetermined communication route; and

said added-information creating block creates added-information in said device.

Claim 26 (New): The information providing apparatus according to claim 22, wherein said presentation-information transmitting block presents, to the user, an added information screen that includes a list of attribute values high in appearance frequency in each attribute type.

Claim 27 (New): The information providing apparatus according to claim 26, further comprising:

an input block for accepting an attribute value specification or selecting operation by the user through said added-information screen; and

a detail added-value information generating block for searching, in response to the specification or selection of an attribute value by the user, for a piece of content associated with the specified or selected attribute value to generate detail added-information on the basis of the obtained piece of content;

wherein said presentation-information transmitting block presents said detail added-information to the user.

Claim 28 (New): The information providing apparatus according to claim 27, wherein said detail added-information generating block searches the viewing log information of the user for a piece of content associated with the attribute value and generates detail added-value information configured by a list of pieces of content including the viewing log.

Claim 29 (New): The information providing apparatus according to claim 27, wherein said detail added-value information generating block searches schedule information describing future content broadcast or distribution schedule for a piece of content associated with the attribute value and generates detail added-value information configured by a list of pieces of content including a broadcast or distribution schedule time.

Claim 30 (New): The information providing apparatus according to claim 28, wherein a content operation method is presented along with the viewing log on a detail added-value information screen, and

said input block accepts the specification or selecting operation of content by the user on the detail added-value information screen to trigger a corresponding operation.

Claim 31 (New): The information providing apparatus according to claim 29, wherein a content operation method is presented along with the viewing log on a detail added-value information screen, and

said input block accepts the specification or selecting operation of content by the user on the detail added-value information screen to trigger a corresponding operation.

Claim 32 (New): An information providing method for providing added-value information associated with content viewing selection, comprising:

a viewing log information acquiring step for acquiring a viewing log associated with viewing of content by a user;

a content associated information acquiring step for acquiring information associated with each piece of content included in a viewing log;

an added-information generating step for measuring an appearance frequency for each attribute type in content-associated information aggregated for each user to generate added information associated with content viewing selection on the basis of a predetermined number of attribute values of attribute values ranked high in appearance frequency in each attribute type; and

a presentation-information transmitting step for outputting a signal to present added-information to a user.

Claim 33 (New): The information providing method according to claim 32, wherein said viewing log information acquiring step acquires, as a viewing log, at least one operation log of viewing, recording, timer-recording setting, voting or evaluation, and purchase executed by the user.

Claim 34 (New): The information providing method according to claim 32, wherein said viewing log information acquiring step acquires, via a communication route, viewing log information acquired on a device for receiving or recording/reproducing content by the user, aggregates acquired viewing log information for each user;

said content-associated information acquiring step searches a content information database storing attribute information of each piece of content to acquire content-associated information; and

said presentation-information transmitting step presents added-information to the user via said communication route.

Claim 35 (New): The information providing method according to claim 32, wherein said viewing log information acquiring step holds, in a device, viewing log information acquired on said device for receiving or recording/reproducing content by the user;

said content-associated information acquiring step acquires content-associated information about each piece of content included in a viewing log via a predetermined communication route; and

said added-information creating step creates added-information in said device.

Claim 36 (New): The information providing method according to claim 32, wherein said presentation-information transmitting step presents, to the user, an added-information screen that includes a list of attribute values high in appearance frequency in each attribute type.

Claim 37 (New): The information providing method according to claim 36, further comprising:

an input step for accepting an attribute value specification or selecting operation by the user through said added-information screen; and

a detail added-information generating step for searching, in response to the specification or selection of an attribute value by the user, for a piece of content associated with the specified or selected attribute value to generate detail added-information on the basis of the obtained piece of content;

wherein said presentation-information transmitting step presents said detail added-information to the user.

Claim 38 (New): The information providing method according to claim 37, wherein said detail added-information generating step searches the viewing log information of the user for a piece of content associated with the attribute value and generates detail added-value information configured by a list of pieces of content including the viewing log.

Claim 39 (New): The information providing method according to claim 37, wherein said detail added-value information generating step searches schedule information describing future content broadcast or distribution schedule for a piece of content associated with the attribute value and generates detail added-value information configured by a list of pieces of content including a broadcast or distribution schedule time.

Claim 40 (New): The information providing apparatus according to claim 38, wherein a content operation method is presented along with the viewing log on a detail added-value information screen, and

said input step accepts the specification of operation method or selecting operation of content by the user on the detail added-value information screen to trigger a corresponding operation.

Claim 41 (New): The information providing apparatus according to claim 39, wherein a content operation method is presented along with the viewing log on a detail added-value information screen, and

said input step accepts the specification of operation method or selecting operation of content by the user on the detail added-value information screen to trigger a corresponding operation.

Claim 42 (New): A computer program written in a computer-readable form for making a computer system execute processing for providing added-information associated with content viewing selection, comprising:

a viewing log information acquiring step for acquiring a viewing log associated with viewing of content by a user;

a content associated information acquiring step for acquiring information associated with each piece of content included in a viewing log;

an added-information generating step for measuring an appearance frequency for each attribute type in content-associated information aggregated for each user to generate added information associated with content viewing selection on the basis of a predetermined number of attribute values of attribute values ranked high in appearance frequency in each attribute type; and

a presentation-information transmitting step for outputting a signal to present added-information to a user.